

IN THE CLAIMS

1. (Currently Amended) A method for developing and interpreting e-commerce metrics of an entity, comprising the steps of:

(1) collecting pages that are commonly transmitted over a computer network;

[[(3)] (2) receiving a list of predetermined, entity-specific criteria defining information relevant to the entity;

[[(4)] (3) receiving a [[list]] first set of rules related to entity-specific criteria defining information relevant to an entity ~~wherein a rule is composed of at least one of said entity-specific criteria;~~

[[(5)] (4) determining whether each of said pages satisfies each of said [[list]] first set of rules therefore obtaining a first subset of said pages; ~~wherein said determining step comprises:~~

(5) parsing content of said first subset of said pages ~~in said subset~~ using a second set of rules inclusive of said first set and adding rules related to searching for at least one key word in at least one predetermined categories category of key words, thereby obtaining a second subset of said pages; [[and]]

~~searching for at least one key word in the predetermined categories;~~

(6) ~~obtaining additional information on any of said subset of said pages not directly retrievable from said pages;~~

[[(6A)] (6) scoring said second subset of said pages utilizing a third set of rules incorporating at least one key word and analyzed statistics based on said first and said second set of rules and incorporating additional information based on an amount of key words found on a page; and

(7) generating a report ~~wherein said report includes said list of predetermined, entity-specific criteria and the analyzed statistics, said generating step comprising:~~

~~compiling the analyzed statistics from said pages; and~~
~~prioritizing said pages utilizing the rules to combine~~ utilizing a fourth set of rules
prioritizing results of said second and third set of rules, including said ~~[[the]]~~ analyzed statistics
and said additional information;

~~whereby~~ such that said report is utilized to aid an entity in doing business over said
computer network.

2. (Original) The method of Claim 1, wherein said computer network is the global
Internet.

3. (Original) The method of Claim 1, wherein said computer network is an intranet.

4. (Original) The method of Claim 1, wherein said computer network is an extranet.

5. (Currently Amended) The method of Claim 2, further comprising the steps of:

(8) ~~grouping said subset of pages and said additional information to form a report;~~
and

(9) obtaining contact information for said report.

6. (Currently Amended) The method of Claim 2, further comprising the steps of:

(8) ~~grouping said subset of pages and said additional information to form a report;~~

(9) ~~obtaining a score for each document of said subset of pages; and~~

(10) generating said report listing ~~[[said]]~~ scores of each of said subset of pages.

7. (Currently Amended) The method of Claim ~~[[6]]~~ 1, wherein step ~~[[9]]~~ 6 comprises the steps of:

- ~~(a) parsing the content of said pages in said subset with predetermined categories;~~
- ~~[[b]] (a) compiling statistics from said second subset of said pages;~~
- ~~[[c]] (b) storing said statistics; and~~
- ~~[[d]] (c) analyzing said statistics by combining said statistics, said second subset of said pages and said additional information.~~

8. (Currently Amended) The method of Claim 7, further comprising the steps of:

performing steps (a)-~~[[d]]~~ (c) for a plurality of entities.

9. (Currently Amended) A system for developing and interpreting e-commerce metrics of an entity, comprising:

a downloader for searching a computer network, wherein said computer network contains pages;

a page processing module for receiving said pages downloaded from said search of said computer network, said page processing module utilizing a first set of rules related to entity-specific criteria defining information relevant to an entity and forming a ~~[[list]]~~ first subset of pages;

an archive for storing said first subset of said pages ~~from each of said list~~, said pages being downloaded to said archive by said page processing module; and

a database for allowing said page processing module to perform queries of said pages from said ~~each of said list of pages~~ first subset of said pages, stored on said archive, in order to produce a report, said report comprising:

parsed content of said pages generated utilizing a second set of rules inclusive of said first set and adding rules related to searching for at least one key word, whereby the parsed

content is parsed with at least one predetermined categories category;

scored pages generated utilizing a third set of rules incorporating analyzed statistics based on said first and said second set of rules and incorporating additional information compiled from said pages utilizing at least one key word and statistics based on an amount of key words found on a page; and

pages prioritized utilizing a fourth set of rules prioritizing contents of said report utilizing results of said second and said third set of rules including said analyzed statistics and said additional information;

~~whereby~~ such that said report is utilized to aid an entity in doing business over said computer network.

10. (Original) The system of Claim 9, wherein said computer network is the global Internet.

11. (Original) The system of Claim 9, wherein said computer network is an intranet.

12. (Original) The system of Claim 9, wherein said computer network is an extranet.

13. (Original) The system of Claim 10, further comprising:

a plurality of Web clients that provides a graphical user interface for a user to enter search criteria and communicate with said downloader, thereby controlling said page processing module.

14. (Currently Amended) A computer program product comprising a computer usable medium having computer readable program code means embodied in said medium for causing an application program to execute on a computer that develops and interprets e-commerce metrics of an entity, said computer readable program code means comprising:

first computer readable program code means for causing the computer to collect pages that are commonly transmitted over a computer network;

~~third computer readable program code means for causing the computer to receive a list of~~

~~predetermined, entity-specific criteria defining information relevant to the entity;~~

~~fourth~~ second computer readable program code means for causing the computer to receive a ~~[[list]]~~ first set of rules related to entity specific criteria defining information relevant to the entity, wherein a rule is composed of at least one of said entity-specific criteria;

~~fifth~~ third computer readable program code means for causing the computer to determine whether each of said pages satisfies each of said ~~[[list]]~~ first set of rules therefore obtaining a first subset of said pages, comprising:

~~thirteenth~~ fourth computer readable program code means for parsing content of said first subset of said pages ~~in said subset~~ using a second set of rules inclusive of the first set and adding rules related to searching for at least one key word in at least one predetermined categories category of key words, thereby obtaining a second subset of said pages; ~~and for searching for at least one key word in the predetermined categories of key words;~~

~~sixth~~ computer readable program code means for causing the computer to obtain additional information on each of said subset of said pages not directly retrievable from said pages; and

~~fourteenth~~ fifth computer readable program code means for scoring said second subset of said pages utilizing a third set of rules incorporating at least one key word and analyzed statistics based on the first and the second set of rules and incorporating additional information an amount of key words found on a page; and

~~seventh~~ sixth computer readable program code means for causing the computer to generate a report utilizing a fourth set of rules; ~~wherein said report can be used to list of predetermined, entity-specific criteria and the analyzed statistics, comprising:~~

~~fifteenth~~ computer readable program code means for compiling the analyzed statistics from said pages, and prioritizing said pages utilizing the rules to combine contents of the report utilizing results of the second and third set of rules including the analyzed statistics and said

additional information;

~~whereby such that~~ said report is utilized to aid an entity in doing business over said computer network.

15. (Original) The computer program product of Claim 14, wherein said computer network is the global Internet.

16. (Currently Amended) The computer program product of Claim 15, further comprising:
~~eighth computer readable program code means for causing the computer to group said subset of pages and said additional information to form a report; and~~

~~ninth seventh~~ computer readable program code means for causing the computer to obtain contact information for said report.

17. (Currently Amended) The computer program product of Claim 15, further comprising:
~~eighth computer readable program code means for causing the computer to group said subset of pages and said additional information to form a report;~~

~~ninth computer readable program code means for causing the computer to obtain a score for each pages of said subset of pages; and~~

~~tenth seventh~~ computer readable program code means for causing the computer to generate said report listing said scores of said subset of pages.

18. (Currently Amended) The computer program product of Claim 17, wherein said ~~[[ninth]]~~ fifth computer readable program code means comprises:

~~eighth computer readable program code means for causing the computer to parse the content of said pages in said subset with predetermined categories;~~

~~[[ninth]]~~ seventh computer readable program code means for causing the computer to compile statistics from said pages;

~~[[tenth]]~~ eighth computer readable program code means for causing the computer to store said statistics; and

~~eleventh~~ ninth computer readable program code means for causing computer to analyze said statistics by combining said statistics, said pages and said additional information.

19. (Currently Amended) The computer program product of Claim 18, further comprising: ~~twelfth~~ tenth computer readable program code means for causing the computer to perform the ~~eighth, ninth, tenth, and eleventh~~ seventh, eighth, and ninth computer readable program code for a plurality of entities.